

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently amended) A method for interpreting a knowledge item, comprising:

receiving a knowledge item;

identifying first information to be used in ~~interpreting~~ selecting a meaning for the
knowledge item, the first information identified as having a predefined relationship with the
knowledge item;

determining at least one meaning of the ~~identified first~~ first information using a computer-
readable data collection that includes terms and at least one meaning associated with each of the
terms;

determining a plurality of meanings of the knowledge item by matching the knowledge
item to at least one of the terms in the computer-readable data collection;

selecting at least one of the plurality of meanings of the knowledge item using the at least
one meaning of the ~~identified first~~ information; and

recording the selected at least one of the plurality of meanings of the knowledge item as
an interpretation of the knowledge item.
2. (Previously presented) The method of claim 1, wherein the knowledge item is a keyword
received as input to a search engine.

3. (Currently amended) The method of claim 1, wherein the ~~identified~~ first information comprises articles.

4. (Original) The method of claim 3, wherein the articles comprise an advertisement from an advertiser who has bid on the knowledge item.

5. (Original) The method of claim 4, wherein the articles further comprise a web page associated with the advertisement.

6. (Currently amended) The method of claim 5, wherein the ~~identified~~ first information further comprises related data.

7. (Original) The method of claim 6, wherein the related data comprises cost per click data associated with the advertisement.

8. (Currently amended) The method of claim 1, wherein determining the plurality of meanings of the knowledge item further comprises processing the knowledge item using the computer-readable data collection, to determine any known associated concepts.

9. (Previously presented) The method of claim 1, wherein the plurality of meanings correspond to a plurality of associated concepts and wherein selecting the at least one of the plurality of meanings comprises selecting at least one of the associated concepts.

10. (Currently amended) The method of claim 9, further comprising:
- establishing a probability, for each of the plurality of meanings, that the knowledge item be resolved to the one of the plurality of meanings;
- determining a strength of relationship between (1) each of the plurality of meanings and (2) the at least one meaning of the ~~identified~~ first information; and
- adjusting the probability for each of the plurality of meanings based on the strengths, wherein the adjusted probability is used in selecting the at least one of the plurality of meanings.
11. (Previously presented) The method of claim 1, wherein the plurality of meanings comprises a weighted vector of concepts.
12. (Currently amended) The method of claim 1, wherein the ~~the~~ plurality of meanings comprises related clusters of words.
13. (Currently amended) The method of claim 1, further comprising:
- establishing a probability, for each of the plurality of meanings, that the knowledge item be resolved in part to the one of the plurality of meanings; and
- establishing a probability, for the meaning of the ~~identified~~ first information, that the knowledge item be resolved in part to the meaning of the ~~identified~~ first information.

14. (Currently amended) A computer-readable medium containing program code for interpreting a knowledge item, comprising:

program code for receiving a knowledge item;

program code for identifying first information to be used in ~~interpreting~~ selecting a meaning for the knowledge item, the first information identified as having a predefined relationship with the knowledge item;

program code for determining at least one meaning of the ~~identified~~ first information using a computer-readable data collection that includes terms and at least one meaning associated with each of the terms;

program code for determining a plurality of meanings of the knowledge item by matching the knowledge item to at least one of the terms in the computer-readable data collection;

program code for selecting at least one of the plurality of meanings of the knowledge item using the at least one meaning of the ~~identified~~ first information; and

program code for recording the selected at least one of the plurality of meanings of the knowledge item as an interpretation of the knowledge item.

15. (Previously presented) The computer-readable medium of claim 14, wherein the knowledge item is a keyword received as input to a search engine.

16. (Currently amended) The computer-readable medium of claim 14, wherein the ~~identified~~ first information comprises articles.

17. (Original) The computer-readable medium of claim 16, wherein the articles comprise an advertisement from an advertiser who has bid on the knowledge item.

18. (Original) The computer-readable medium of claim 17, wherein the articles further comprise a web page associated with the advertisement.

19. (Currently amended) The computer-readable medium of claim 18, wherein the ~~identified~~ first information further comprises data.

20. (Original) The computer-readable medium of claim 19, wherein the related data comprises cost per click data associated with the advertisement.

21. (Previously presented) The computer-readable medium of claim 14, wherein program code for determining the plurality of meanings of the knowledge item further comprises program code for processing the knowledge item to determine any known associated concepts.

22. (Previously presented) The computer-readable medium of claim 14, wherein the plurality of meanings correspond to a plurality of associated concepts and program code for selecting the at least one of the plurality of meanings comprises program code for selecting at least one of the associated concepts.

23. (Currently amended) The computer-readable medium of claim 22, further comprising:

program code for establishing a probability, for each of the plurality of meanings, that the knowledge item be resolved to the one of the plurality of meanings;

program code for determining a strength of relationship between (1) each of the plurality of meanings and (2) the at least one meaning of the ~~identified~~ first information; and

program code for adjusting the probability, for each of the plurality of meanings, based on the strengths, wherein the adjusted probability is used in selecting the at least one of the plurality of meanings.

24. (Previously presented) The computer-readable medium of claim 14, wherein the plurality of meanings comprises a weighted vector of concepts.

25. (Previously presented) The computer-readable medium of claim 14, wherein the plurality of meanings comprises related clusters of words.

26. (Currently amended) The computer-readable medium of claim 14, further comprising:

program code for establishing a probability, for each of the plurality of meanings, that the knowledge item be resolved in part to the one of the plurality of meanings; and

program code for establishing a probability, for the meaning of the ~~identified~~ first information, that the knowledge item be resolved in part to the meaning of the ~~identified~~ first information.

27. (Currently amended) A method for outputting advertisements related to web page content, comprising:

receiving a keyword;

identifying first information to be used in ~~interpreting~~ selecting a meaning for the keyword, the first information identified as having a predefined relationship with the keyword;

determining at least one meaning of the ~~identified~~ first information using a computer-readable data collection that includes terms and at least one meaning associated with each of the terms;

selecting at least one of a plurality of meanings of the keyword using the at least one meaning of the ~~identified~~ first information;

matching the keyword to content associated with a web page;

matching the keyword to an advertisement based at least in part on the selected at least one meaning;

selecting the advertisement to associate with the content; and

outputting the selected advertisement.

28. (Currently amended) The method of claim 27, wherein the ~~identified~~ first information comprises text of advertisements associated with advertisers who have bid on the keyword.

29. (Currently amended) The method of claim 28, wherein the ~~identified~~ first information comprises destination web pages associated with the advertisements.

30. (Currently amended) The method of claim 28, wherein the ~~identified~~ first information comprises other keywords bid on by the advertisers.

31. (Currently amended) The method of claim 27, wherein the ~~identified~~ first information comprises search results associated with the keyword.